

# Missing Out Because You Aren't LinkedIn:

What Every PA Student Should Know About This Powerful Platform



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**US Acute Care**  
Solutions



# LinkedIn



LinkedIn is the World's largest  
**PROFESSIONAL** networking platform

AND

One of the most influential social media  
networks with more than 575 Million members



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# The LinkedIn Platform



Keep LinkedIn **Professional**



**Showcase** your skills, expertise, education, and experience



Unlike resumes, LinkedIn doesn't have to be launched or sent to anyone. LinkedIn will **increase your audience 100x!** That's a lot more potential jobs!



# Top 5 Reasons You Should Be LinkedIn



## 1. CONNECTION



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# Top 5 Reasons You Should Be LinkedIn



## 2. EDUCATION



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# Top 5 Reasons You Should Be LinkedIn



## 3. RECRUITMENT



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# Top 5 Reasons You Should Be LinkedIn

## 4. PERSONAL BRAND



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# Top 5 Reasons You Should Be LinkedIn



## 5. HEALTHCARE LANDSCAPE



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# How Do I Get the **Best From LinkedIn?**




1. Complete your profile
2. Contact and connect
3. Start Talking
4. Give and receive recommendations and endorsements
5. Use LinkedIn Groups
6. Produce engaging content
7. Find New Hires – and new opportunities
8. Boost your organization's profile
9. Observe professional etiquette

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# Success Stories on LinkedIn



**LinkedIn TOP VOICES**  
•• 2018 ••

**Bianca Belcher, MPH, PA-C** • 3rd

LinkedIn TopVoice 2018 | National Director of Bundled Payments - Steward Health Care Network | Asst Clinical Prof, Northeastern Univ  
Greater Boston Area


Steward Health Care  
Northeastern University  
See contact info  
500+ connections

[Follow](#) [Message](#) [...](#)

Bianca began her healthcare career in the field of Orthotics and Prosthetics in 2004, but eventually opted to seek out a larger scope of practice. Bianca completed her MPH at the Dartmouth Institute in June 2010 and her MS in PA Studies at Northeastern University (NU) in August 2012. During her time...


[Show more](#) ▾

**Articles & activity**  
2,861 followers




**Retaining Your PA Workforce**  
Bianca Belcher, MPH, PA-C  
Published on LinkedIn


the growth of the physician assistant (PA) profession has been and continues to be rapid. The profession saw a 44% growth rate between 2011 and 2017 and is expected to see ...see more



**Thank you! We are grateful for your time.**  
Bianca replied to a comment




**The PowerPoint is available for those who attended the conference...**  
Bianca replied to a comment



**Thanks for attending! We appreciate**

Ad ...

Level the playing field against big competitors.



**People Also Viewed**

**Lisa Gates** • 3rd [in](#)  
LinkedIn Top Voices 2018 | Negotiation + Leadership Coach | Helping Women Negotiate, Influence, and Lead with Purpose


**Andrea Lowe, MHA, PA-C** • ... [in](#)  
AAPA Employer Strategy/ Director, Center for Healthcare Leadership and Management/Director of Advanced Practice Clinicians TeamHealth

**Sachin H. Jain** • 3rd [in](#)  
President/CEO, CareMore Health System; Adjunct Professor, Stanford University School of Medicine; Forbes Contributor

**Christopher J. Anderson, M...**  
Director, Advanced Practice Providers

**Melinda Gates** [in](#)  
Co-chair of the Bill & Melinda Gates Foundation. Philanthropist. Businesswoman. Mother.

**Yasi Baiani** • 3rd [in](#)  
VP of Product @ Wonolo | LinkedIn Top Voices 3x | Harvard MBA | Public Speaker



**Bianca Belcher** - [View Page](#)



# Success Stories on LinkedIn

Our people have always *loved* working here, but now we have the *certificate* to prove it.

**Northwell Health**  
Hospital & Health Care · Lake Success, NY · 80,065 followers

+ Follow Visit website

See all 28,614 employees on LinkedIn →

**Home**  
About  
Jobs  
Life  
People

**Updates**

**Northwell Health**  
80,065 followers  
2h

"What we've done is built a care model that is incredibly responsive to patients and families," said Dr. Kristofer Smith. Northwell is one of only 12 participants in the Independence at Home program nationwide.

**Northwell Health Careers**

Learn more

**Affiliated pages**

- Lenox Hill Hospital**  
Hospital & Health Care  
9,326 followers
- Long Island Jewish Medical Center**  
Hospital & Health Care  
4,459 followers
- Staten Island University Hospital**  
Hospital & Health Care  
2,825 followers



Northwell Health - [View Page](#)



# Connect With Me on LinkedIn



Krisi Gindlesperger, MBA, MPAS, PA-C, DFAAPA · 2nd US Acute Care Solutions

Vice President- National Director of APPs at US Acute Care Solutions  
Canton, Ohio · 500+ connections · [Contact info](#)

[Connect](#) [Message](#) [More...](#)

## Highlights

**11 mutual connections**  
You and Krisi both know Heath Roehrich, Tracy Jenkins, and 9 others

**You both work at US Acute Care Solutions**  
Krisi started at US Acute Care Solutions 4 months after you did

[Say hello](#)

anced healthcare leader with a demonstrated history of developing outstanding clinicians and bringing  
atic improvement to a wide variety of hospitals and healthcare systems. Skilled in leadership and operations

**Krisi Gindlesperger - [View Page](#)**

## Promoted

**BUSINESS INSIDER Prime**  
GOLDMAN SACHS: 25 high upside stocks poised to jump more than 100%

**Be so SAFE**  
FREE, 100% fast & best VPN in the world

**Earn an MBA online from Syracuse**  
Earn an MBA online from Syracuse in 24 months. Bachelor's Required.

## People Also Viewed

**Scott Brownlee** · 3rd   
Vice President of Operational Strategy at...

**Ashley Seawright** · 3rd  
Executive Director of Advanced Practice...

**Christopher Cannell**  
MPAS, PA-C CAQ in Emergency Medicine · 3rd  
Physician Assistant Critical Care at South...

**Amy McConachie Noecker** · 3rd  
Principal at SullivanCotter

**Joel Kutz PA-C** · 3rd  
COO at Physician



# How to build Your Profile

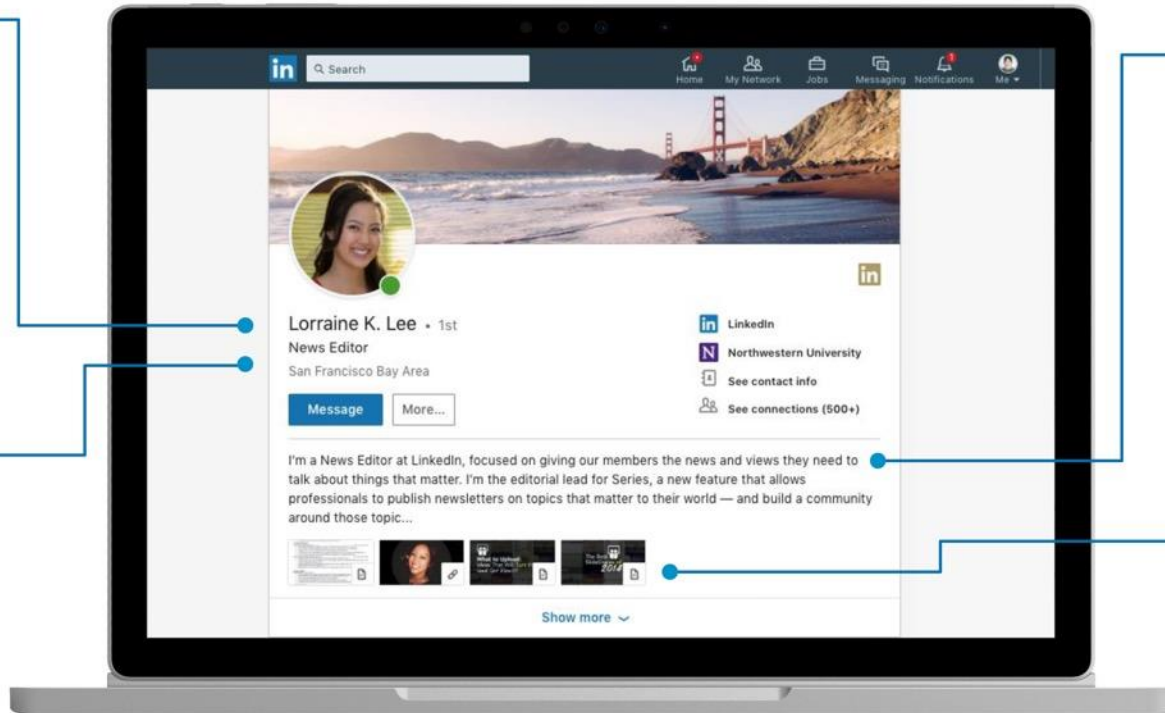
## Create a powerful presence on LinkedIn

### 1. Profile Picture

Pick a picture that is aligned with your role. This will show up on your articles and posts next to your name and headline.

### 2. Headline

Your headline will automatically use your current position, or you can customize it. This is important as it will show up under your byline on every article.



### 3. Summary

The summary is where you can share more about your experiences, expertise and interests. You can also share your vision you have for your role and your company.

### 4. Media

Link to external documents, photos, sites, videos, and presentations that tell your story.



# How to Build Your Profile

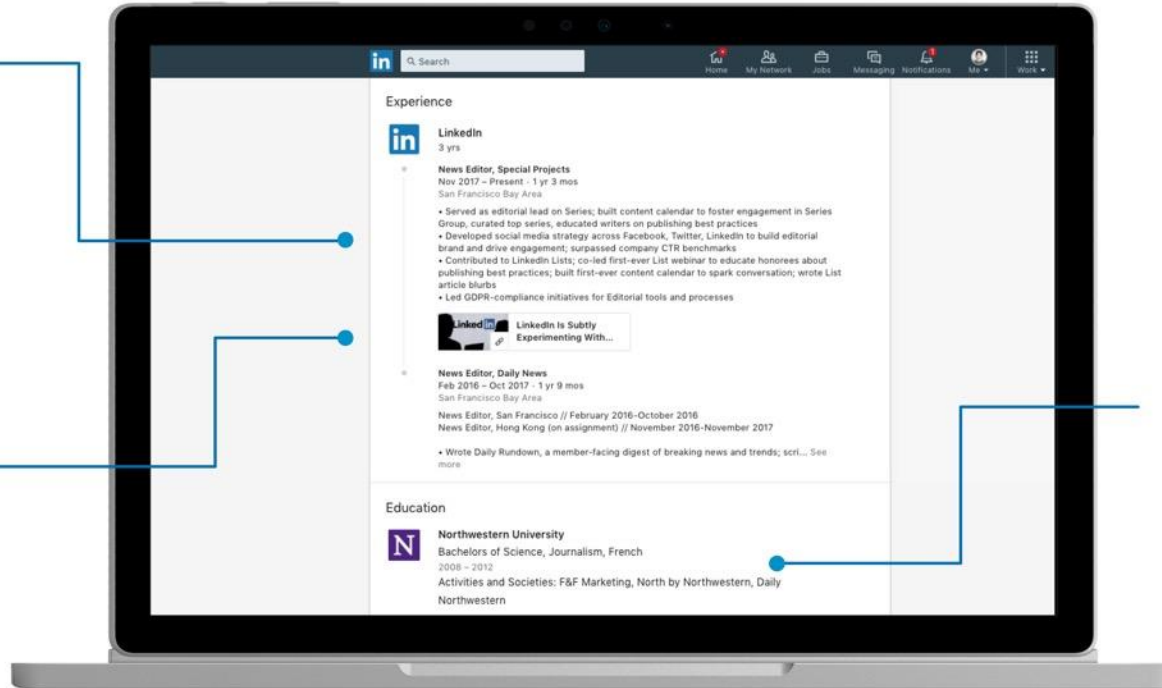
## Create a powerful presence on LinkedIn

### 5. Experience

Detail your current and past work experiences to show your expertise and connect with co-workers and company alumni.

### 6. Work Examples

Add media to showcase your work visually.



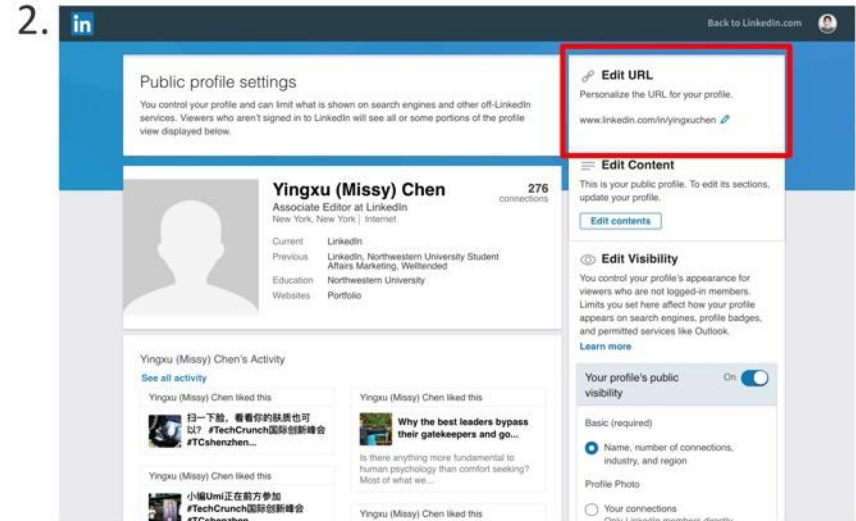
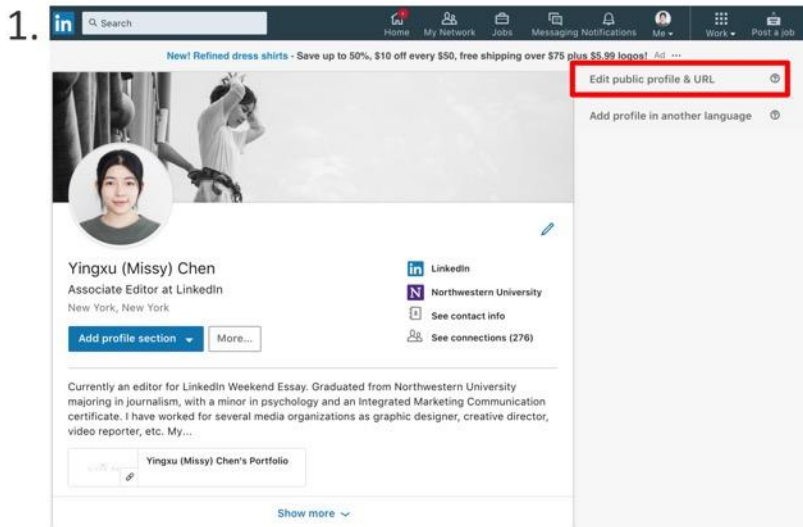
### 7. Education

Share your educational background to be discovered by other school alumni and make connections.



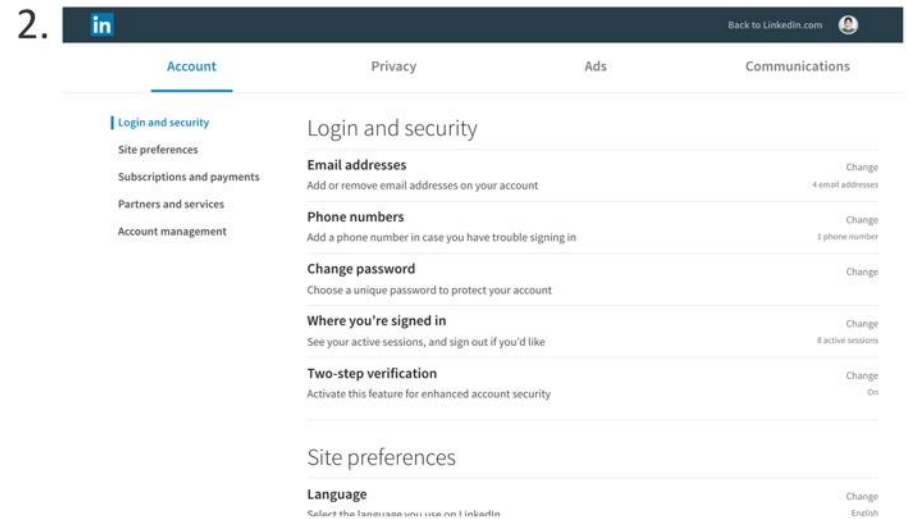
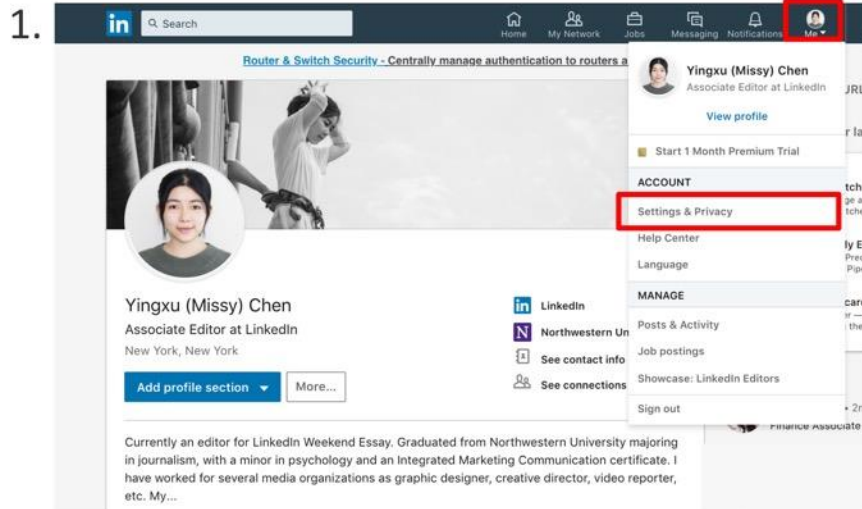
# How to Create a Custom URL

A [custom URL](#) sets your profile apart and makes it easier to share with others.



# How to Customize Your Account Settings

Find “Settings & Privacy” from the top right corner. Here you can add an additional email address, change your password, and control your notification and email preferences. You'll also be able to adjust preferences for who can send you connection request invitations.





# How to Manage Your Invitations

You can limit invitation requests by requiring members to know your email address.

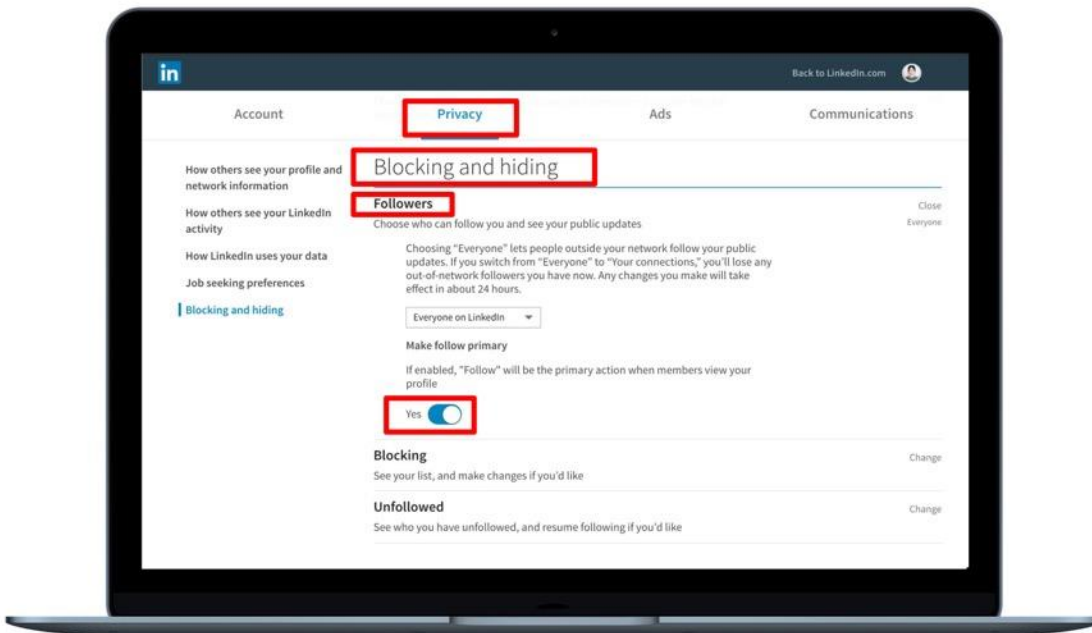
The screenshot shows the LinkedIn user interface. At the top, the navigation bar includes 'Account', 'Email frequency', 'Privacy', 'Ads', and 'Communications' (highlighted with a red box). On the left sidebar, 'Channels' is expanded to show 'Preferences' (highlighted with a red box), 'Groups', and 'LinkedIn messages'. The main content area is titled 'Preferences' (highlighted with a red box) and contains a section 'Who can send you invitations' (highlighted with a red box). Under this section, three radio button options are listed: 'Everyone on LinkedIn (recommended)', 'Only people who know your email address or appear in your "Imported Contacts" list' (selected and highlighted with a red box), and 'Only people who appear in your "Imported Contacts" list'. Below this are sections for 'Messages from members and partners', 'Read receipts and typing indicators', and 'Messaging reply suggestions', each with a 'Change' link. At the bottom, there is a 'Groups' section with a 'Group invitations' link and a 'Change' link.

Communications > Preferences > Who can send you invitations > Select “Only people who know your email address”



# How to Change “Connect” to a “Follow” Button

You can reach a larger audience by allowing others to follow your activity.



Privacy > Blocking and hiding > Followers > Toggle to “Yes” to add a follow button

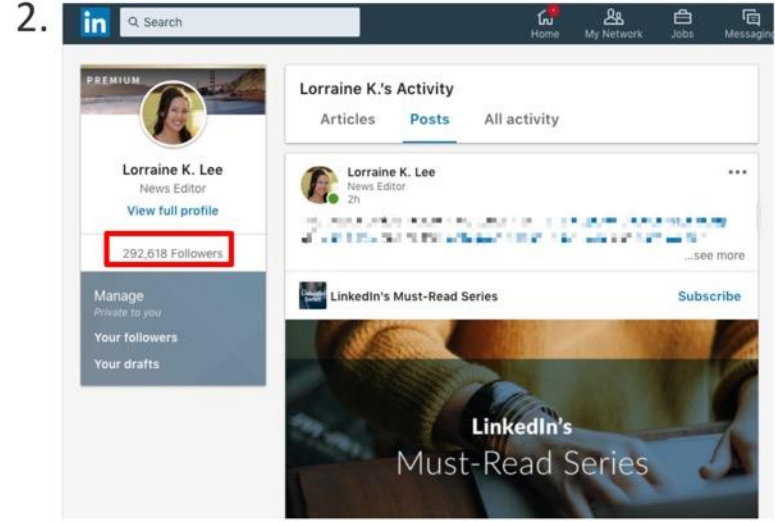
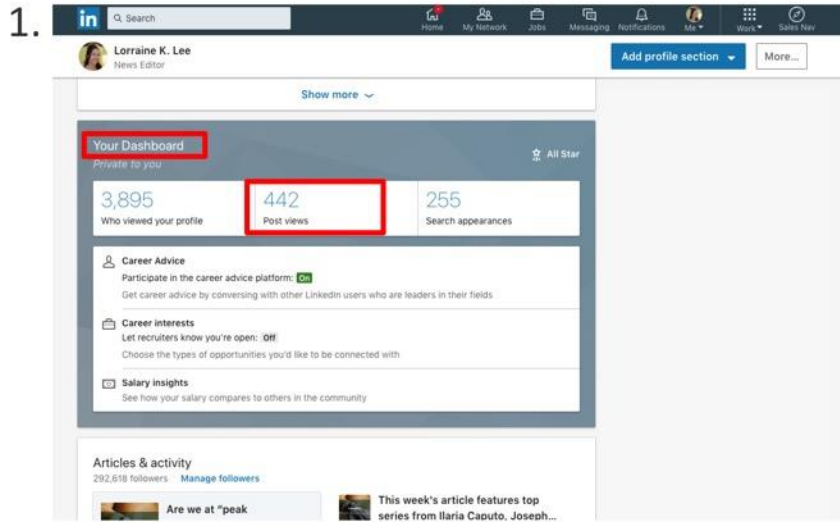
## Similarities and differences between connections and followers

Connections are two people who have connected on LinkedIn because they know and trust each other. If you're connected to someone, you will both be able to see each other's activity on your LinkedIn homepages. Your connections can send messages to you on LinkedIn.

Your followers on LinkedIn can see your posts and articles on their homepage without being connected to you. However, you won't see their posts.



# How to Check Your Follower Count



Find "Your Dashboard" on your profile page > Post views > See number of followers on the left-hand side





# QUESTIONS?

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